

AD SPECS

See attached layout options for front, back and interior pages.

SUBMISSION DEADLINES

Spring issue: Feb. 1

Summer issue: May 1

Fall issue: Aug. 1

Winter issue: Nov. 1

SUBMISSION GUIDELINES

Ads will be printed in black only with no bleeds.

Logos and/or artwork files must be submitted in one of the following formats in grayscale at 300 dpi:

EPS or AI vector art with embedded images and outlined type

Flattened TIFF or PSD files preferred

High-resolution JPG and PDF files accepted

Original QuarkXPress or InDesign documents with linked images and fonts

To submit files by mail, send to:

The Newsletter Company

c/o Saab Discoveries

703 McKinney Ave., Suite 200

Dallas, TX 75202

To submit files by e-mail, arrange large file transfers via FTP or submit a URL, contact art@thenewslettercompany.com. Stuffit and Ziplt are recommended to compress files.





Maintenance Experts

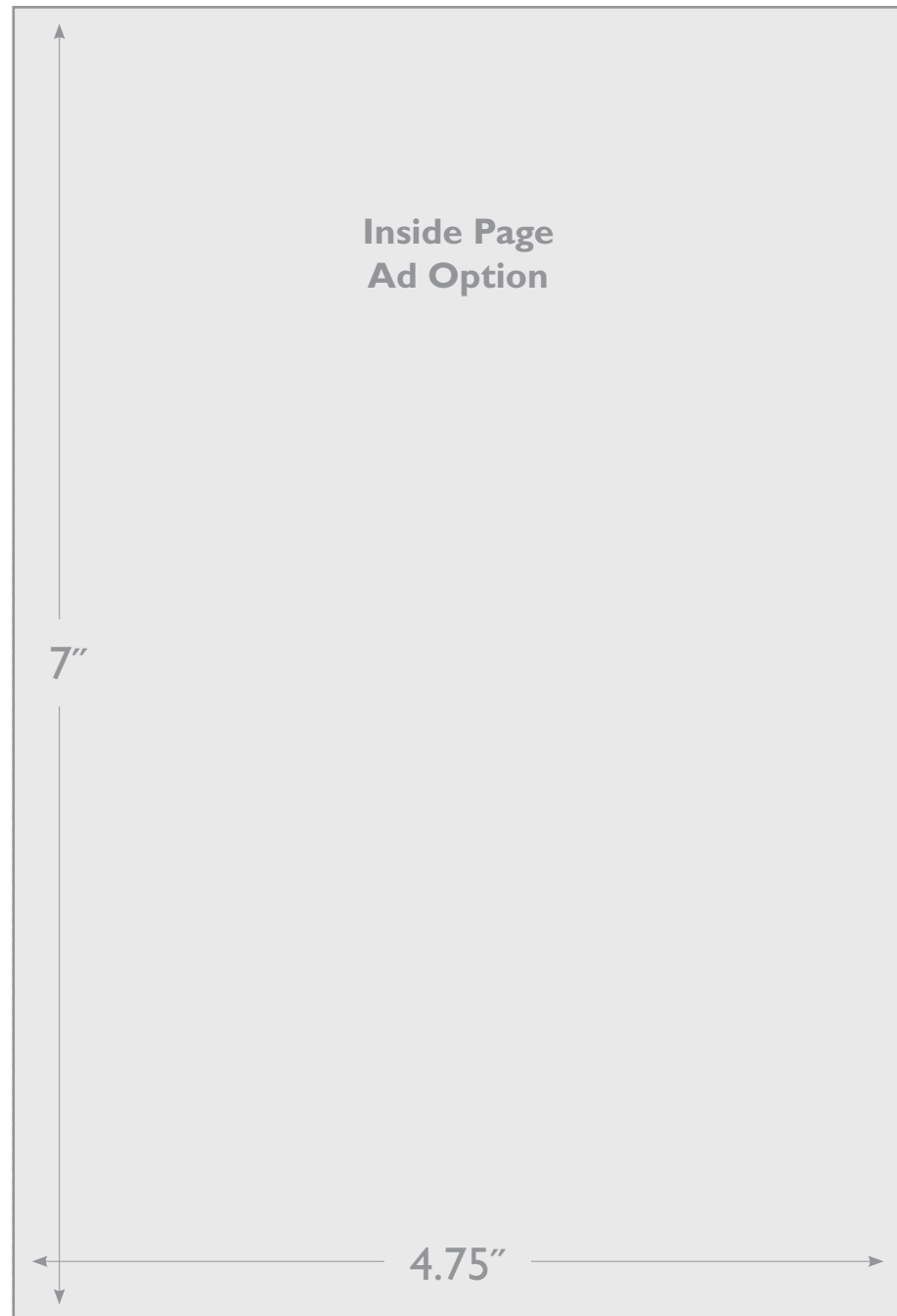
With Saab's No-Charge Scheduled Maintenance Program, keeping your Saab in top shape is easier than ever. Staying true to your Saab's regular maintenance schedule will avoid most maintenance problems.

We know you're busy. We know you're busy. To make it easier on you, we've created a space for dealer coupons, seasonal story or dealership story. Your car's service record on file.

Our service department is never more than a phone call away.

Whether a warning light comes on, you notice your tires look worn or you need to schedule regular maintenance, our service department is here to help keep your Saab running at its best.

Space for dealer coupons, seasonal story or dealership story.



ABC Dealership

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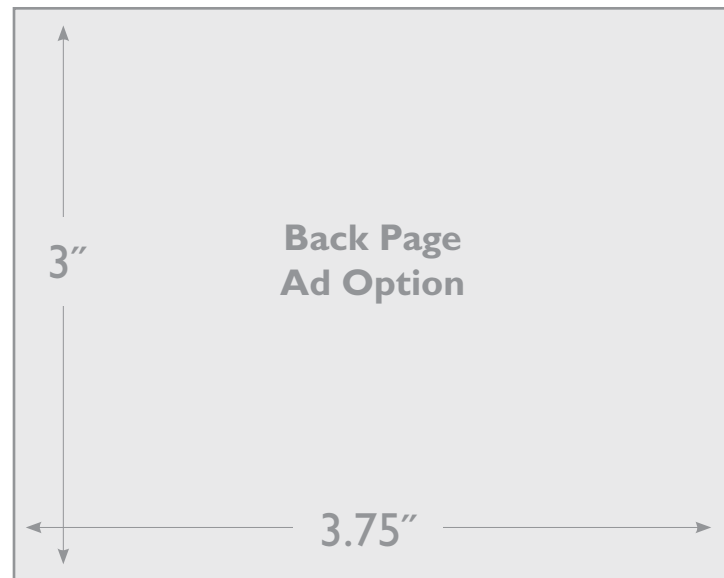
Rely on our experience
Our goal is to keep your car in top running condition, as conveniently for you as possible. Our Saab technicians are factory-trained and your service needs. We offer:

- Free shuttle service
- Earlybird and late evening dropoff
- Your personal service advisor
- Rental cars available
- Factory warranty

Technicians
body shop
tires
waiting room
coffee, courtesy
television.

56-7890
M.-TH 9:00 a.m. – 6:00 p.m.
F, SAT 9:00 a.m. – 1:00 p.m.
SUN 12:00 p.m. – 4:00 p.m.

SAAB
ACCREDITED
BUSINESS
COVER



SAAB DISCOVERIES

SUMMER 2008

BORN FROM JETS

The Saab 9-3 Aero with XWD technology

XWD takes flight

Discover the power and performance of the Saab 9-3 Aero XWD, which features Saab's innovative Cross Wheel Drive system. The 9-3 Aero Sport Sedan and SportCombi are now available with this sophisticated all-wheel-drive technology, along with a 280-hp, 2.8-liter V-6 turbocharged engine. Both vehicles come with either a six-speed manual or automatic transmission.

Saab XWD is a fully automatic, on-demand system capable of sending up to 100 percent of the engine torque to the front or rear wheels. It's activated only when required, and can bias the torque distribution to give the car a rear-wheel-drive feel. The torque-transfer device (TTD) is electronically engaged before takeoff, avoiding wheel spin with immediate traction.

With fine balancing of the drive torque between the front and rear axles, a greater level of driver involvement is allowed before electronic stability program interventions are triggered. Drivers enjoy sure-footed handling in a wide range of driving conditions. The sport-tuned chassis, suspension and brakes, along with 17-inch alloy wheels, support its performance status.

Front styling was influenced by the Aero X Concept car, with more aggressive lines and a distinctive clamshell hood. Come for a test drive to experience Saab XWD performance and handling on the 9-3 Aero XWD.



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9.5"

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Back Page Ad Options

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SUMMER 2008
SAAB DISCOVERIES



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